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CHAPTER

CONTACT

TOOLS

The background of the slide is a photograph of a plate of food, including a grilled fish fillet, asparagus, and a lemon wedge, garnished with fresh herbs. A silver fork and a wooden-handled knife are placed on the plate. The Kingston logo is centered over the image, with the title 'PLANTING TO PLATE' below it.

# Kingston<sup>®</sup>

## PLANTING TO PLATE

[CHAPTER](#)

[CONTACT](#)

[TOOLS](#)



# Kingston<sup>®</sup>

## PLANTING TO PLATE



CHAPTER

CONTACT

TOOLS





## Your Source for Premium Products

Honesty is at the very foundation of the Kingston business philosophy. This fundamental concept, when integrated with outstanding service and superb products, is what makes Kingston a hallmark of integrity in the foodservice business.

Our vision is to be the preferred supplier

Customers want  
to buy from us

Associates want  
to work for us

Farmers want to  
sell to us



CHAPTER

CONTACT

TOOLS



## What is "Planting to Plate"?

"Planting to Plate" is our philosophy for total management of produce from the farm to the table. Each step of the way, we apply rigorous standards, extensive expertise, and hands-on management to ensure that Kingston products are the best available.



Kingston Premium Products & Services



[CHAPTER](#)

[CONTACT](#)

[TOOLS](#)



Three key elements are required at planting

The Seed

The Farmer

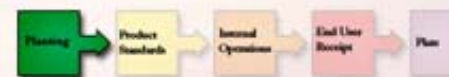
The Region



CHAPTER

CONTACT

TOOLS



## The Seed

## The Farmer

## The Region

Different seeds, growing regions and farm practices will generate a different level of quality, taste, and production quantity

Kingston bases its choice of seed stock, growing region and farm management ability on appearance, physical properties, performance, and taste of products produced

Examples:

- Idaho Burbank (fry qualities)
- Onion varieties (single centers and large sizing)
- Roma tomato varieties (sweet taste and vibrant color)
- Romaine heart (bleaching and cupping of the heart)
- Pineapple (sweetness and acid content)



CHAPTER

CONTACT

TOOLS





**The Seed**

**The Farmer**

**The Region**

The farmer is a major component to success in guaranteeing the performance of the crop

Every product offering is unique and requires expertise for production

- They know the quality level for various seed varieties for quality performance
- Optimal watering levels
- When crops should be harvested
- Regional performance
- When to fertilize
- When to water
- Crop rotation
- Pesticide usage

Overall, good farm practices



[CHAPTER](#)

[CONTACT](#)

[TOOLS](#)



**The Seed**

**The Farmer**

**The Region**

The growing region has an enormous impact on the quantity and quality of any crop.

(We are a multinational -don't like this word- company with capabilities of worldwide sourcing --- we can go to best region to the product)

Examples:

- Idaho has ideal soil and growing climate for potatoes
- Some seed varieties perform better in other areas
- The Burbank seed performs best in Idaho
- Different regions are necessary to deliver year-round supply
- Pineapple \_\_\_\_\_
- Tomatoes require warm growing regions
- Onions require specific daylight hours (therms)



CHAPTER

CONTACT

TOOLS



**The Seed**

**The Farmer**

**The Region**

We match the right seed/variety with the right growing area and the right farm management at the right time to deliver the products our customers expect

Kingston monitors these components for mutual success with our customers



[CHAPTER](#)

[CONTACT](#)

[TOOLS](#)



Our product standards are the highest in the industry







## Harvest

## Packing

## Quality Assurance

- In cooperation with our customers we have developed standards for products
- We track market and growing conditions to ensure we can deliver what our customers need and expect
- Harvest practices are dependent on the farmers ability
- Best crops can be damaged during harvest
- Best practices and conditions for harvest and storage are required
- We work closely with growers to ensure harvest practices meet Kingston standards. We ensure requirements for food safety are met by both farmer and packing plant (contracts are contingent on compliance)



CHAPTER

CONTACT

TOOLS



**Harvest**

**Packing**

**Quality Assurance**

**Some crops go directly to packing**



Lettuce  
Tomatoes  
Pineapple  
Broccoli  
Mushrooms

**Some crops go to storage**

Potatoes  
Onions

Managing the storage facility is a complicated procedure

All products are temperature and humidity sensitive





**Harvest**

**Packing**

**Quality Assurance**

**We manage packing to ensure food safety is not compromised**

- Packing facilities are owned by farmers or independents
- We have to find the best quality packers
- For example, when potatoes or onions are dropped from too high a height they will be bruised
- When produce is packed, many keys to success are determined
  - Examples
  - Sizing
  - Bruising, nicks, and cuts
- Moving from packing to transport depends on crucial timing
- When product goes from packing to the truck it can be ruined if it is not done in a timely fashion
- We have constant monitoring of product location and condition



CHAPTER

CONTACT

TOOLS



**Harvest**

**Packing**

**Quality Assurance**

- We have constant QA for product offerings
- Customer Service Representatives and buying offices are in constant contact with the product conditions in the field
- Extensive field testing by an experienced staff of experts
- \*Verify • We are 100% compliant with HAACP and AIB requirements and do not have relationships with any grower or shipper who is not 100% compliant
- We source for consistent quality first



[CHAPTER](#)

[CONTACT](#)

[TOOLS](#)





**Harvest**

**Packing**

**Quality Assurance**

### Key Activities of Kingston Field QA Staff

- Visit production facilities where product is being packed
- Conduct QA tests
- Provide controls for in-house testing
- Overview of internal/external supply
- Ensure warehouses are AIB and HAACP approved
- Monitor for food safety and food health compliance
- Initial glucose testing for potatoes to ensure optimal performance
- Reject product before shipping if it does not meet Kingston and customer standards
- Inspect crops in the field for product yield, quality, and volume
- Constant monitoring in the field with the farmers
- Evaluate each crop as it grows and develop profile to ensure we know the supply
- Ensure our customers get the quality they expect from Kingston



[CHAPTER](#)

[CONTACT](#)

[TOOLS](#)



**Harvest**

**Packing**

**Quality Assurance**

**How important are  
our QA standards?**

We will end contracts with any company that is out of compliance with our food safety and food health standards

We will end contracts with any farmer, shed, or packer that repeatedly disappoints us or our customers on product quality or crop yield



[CHAPTER](#)

[CONTACT](#)

[TOOLS](#)



Harvest

Packing

Quality Assurance

### The Kingston QA Team



No Photo Available

*Cindy*

Idaho  
18 years



No Photo Available

*Bob*

Idaho  
13 years



No Photo Available

*Luis*

Costa Rica  
8 years



No Photo Available

*Jeb*

California  
13 years



CHAPTER

CONTACT

TOOLS



We have outstanding internal operations







- Place orders with a dedicated CSR
- CSR tells customer when order is placed and when it will ship
- Tailored programs for customers on request





**Ordering**

**Shipping**

**Distributor  
Receipt**

## The Kingston CSR Team



***Kristy***

Idaho  
3 years



***Travis***

Idaho  
10 years



***April***

Idaho  
5 years



***Christie***

Idaho  
8 years



***Andrea***

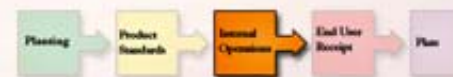
Idaho  
8 years



[CHAPTER](#)

[CONTACT](#)

[TOOLS](#)



**Ordering**

**Shipping**

**Distributor  
Receipt**

- We have an in-house transportation department – “the wheels under the load”
- We have an available network of rail and trucks
- Excellent relationships with trucking companies
- Monitor cost and freight on all products
- We own a trucking company with a dedicated fleet
- Kingston takes ownership of all product prior to distribution
- When economics dictate, we have infrastructure to cross-dock products



[CHAPTER](#)

[CONTACT](#)

[TOOLS](#)



Ordering

Shipping

Distributor  
Receipt

## The Kingston Transportation Team



*Chris*

Idaho  
16 years



*Stephanie*

Idaho  
2 years



CHAPTER

CONTACT

TOOLS





**Ordering**

**Shipping**

**Distributor  
Receipt**

- All Distributors are approved
- Only those with good business management practices are acceptable
- Distributors must be dependable, reliable, and operate with good integrity
- Distributors visually inspect, store, then ship to end users based on orders
- Distributors maintain proper storing temperatures



[CHAPTER](#)

[CONTACT](#)

[TOOLS](#)

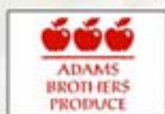


Ordering

Shipping

Distributor  
Receipt

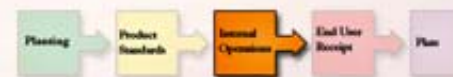
## Some of our Distributor Partners



CHAPTER

CONTACT

TOOLS



**Ordering**

**Shipping**

**Distributor  
Receipt**

- We help solve problems involving all products from planting to plate
  - Education seminars
  - Food safety and security
  - New product development
  - Product storage
  - Good farming practices
- Constant communication on product knowledge and conditions
- Open feedback loop to make sure we know what's going on and ways we can improve the process



[CHAPTER](#)

[CONTACT](#)

[TOOLS](#)



**Our end users are the last step before the plate**

**Product  
Knowledge**

**Marketing  
Support**

**Kingston  
Commitment**



[CHAPTER](#)

[CONTACT](#)

[TOOLS](#)





**Product Knowledge**

**Marketing Support**

**Kingston Commitment**

**Some of our End User Partners**



[CHAPTER](#)

[CONTACT](#)

[TOOLS](#)



Screenshots



**Product Knowledge**

**Marketing Support**

**Kingston Commitment**

Marketing support available to customers and distributors

Kingston brand endorsement on the menu

Co-branding with customers

Work with chefs and R&D at corporate level



[CHAPTER](#)

[CONTACT](#)

[TOOLS](#)



**Product Knowledge**

**Marketing Support**

**Kingston Commitment**

**Billing**

- Kingston takes ownership of product prior to distributor receipt
- Best payment terms for suppliers

**Kingston is a good company to work with**

- Solid management team
- Produce specialist
- Outstanding food safety and QA credentials
- Focused on long-term loyalty to customers
- Value-added products
- Community involvement and outreach



[CHAPTER](#)

[CONTACT](#)

[TOOLS](#)





Success in our vision for planting to plate can only be achieved when the dining guest is pleased  
Partners = Farmer, Growers, Packing facilities, Kingston QA Teams, Distributors and End-Users



[CHAPTER](#)

[CONTACT](#)

[TOOLS](#)



## PLANTING TO PLATE



## COMPETITORS



- Control over seeds
- Tight management of growers
- Manage regional varieties



- Highest QA in industry
- Quality first
- 100% food safety compliant



- Dedicated CSR's
- In-house transportation
- Distributor communications



- Product training
- Marketing support
- Kingston management commitment

- Procure product on the open market

- QA at legal minimum
- Cost first, quality second
- Food safety less than 100% compliant

- Order processing
- Brokered transportation

- "You're on your own"



CHAPTER

CONTACT

TOOLS



## In Conclusion

“Planting to Plate” is our philosophy for total management of produce from the farm to the table. Each step of the way, we apply rigorous standards, extensive expertise, and hands-on management to ensure that Kingston products are the best available for our customers.

[CHAPTER](#)[CONTACT](#)[TOOLS](#)





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## PLANTING TO PLATE



CHAPTER

CONTACT

TOOLS





## CHAPTER

### CHAPTERS

View the presentation by a single chapter slide

- |  |   |
|--|---|
| 1 - <a href="#">Planting To Plate</a>                          | 17 - <a href="#">Internal Operations</a>          |
| 2 - <a href="#">Kingston - Your Source for Premium Product</a> | 18 - <a href="#">Ordering</a>                     |
| 3 - <a href="#">What is "Planting to Plate"?</a>               | 19 - <a href="#">Kingston CSR Team</a>            |
| 4 - <a href="#">Planting</a>                                   | 20 - <a href="#">Shipping</a>                     |
| 5 - <a href="#">The Seed</a>                                   | 21 - <a href="#">Kingston Transportation Team</a> |
| 6 - <a href="#">The Farmer</a>                                 | 22 - <a href="#">Distributor Reciept</a>          |
| 7 - <a href="#">The Region</a>                                 | 23 - <a href="#">Distributor Partners</a>         |
| 8 - <a href="#">Producing Optimal Products</a>                 | 24 - <a href="#">Distributor Reciept</a>          |
| 9 - <a href="#">Product Standards</a>                          | 25 - <a href="#">End Users</a>                    |
| 10 - <a href="#">Harvest</a>                                   | 26 - <a href="#">End User Logos</a>               |
| 11 - <a href="#">Harvest/From The Field</a>                    | 27 - <a href="#">Product Knowledge</a>            |
| 12 - <a href="#">Packing</a>                                   | 28 - <a href="#">Marketing Support</a>            |
| 13 - <a href="#">Quality Assurance</a>                         | 29 - <a href="#">Kingston Commitment</a>          |
| 14 - <a href="#">OA Staff Activities</a>                       | 30 - <a href="#">Plate</a>                        |

RETURN

CONTACT

TOOLS



## CONTACT

### CONTACT US

We understand that in today's fast paced business world time and relationships are everything. In fact, Dave Kingston, Mike Kingston and the entire Kingston Team take enormous pride in the many close relationships they have built over the past 30 years with our customers. Our goal has always been to supply the highest quality products to our customers. Our pledge is to earn your trust, treat you with respect and deliver exceptional products to you and your customers. We believe in partnering with our customers and genuinely care about your success and the success of the partnership. We strive for a win-win partnership that starts with a relationship built on trust, respect and teamwork.

### COMPANY LOCATIONS

#### Corporate Office

477 Shoup Ave. Suite 207  
Idaho Falls, ID 83402  
(208) 522-2365 voice  
(208) 522-7488 fax

#### Florida Office

675 SW 12th Ave.  
Pompano Beach, FL  
(954) 942-8802 voice

#### California Office

2600 Garden Road Suite 390  
Monterey, CA 93940  
(831) 373-8666 voice  
(831) 373-1622 fax

#### Costa Rica Office

Las Rosas de Tibias  
De la Biblioteca, 100 metros al sur  
50 al Este, San Jose, Costa Rica  
(506) 240-3738 voice  
(506) 241-2335 fax

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CHAPTER

TOOLS



# Kingston®

## PLANTING TO PLATE

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ADJUST THE BACKGROUND  
MUSIC VOLUME



RETURN

CHAPTER CONTACT